

## Message Text

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TAGS: BEXP, BGEN, TW

SUBJECT: VSMF EVALUATIONS FOR SECOND QUARTER

REF : COMMERCE 8237, MAY 13, 1976

THE FOLLOWING IS AN EVALUATION OF THE EFFECTIVENESS OF  
VISUAL SEARCH MICROFILM FILES (VSMF) AS REQUESTED IN  
REFTEL:

A) DURING THE 62 WORK-DAY PERIOD FROM APRIL 1 TO JUNE 30,  
1976, A TOTAL OF 140 VISITORS USED THE VSMF. IN ADDITION,  
447 PRINTS WERE MADE FROM THE SYSTEM. THE BREAKDOWN OF  
THE NUMBER OF USERS PER MONTH IS APRIL 1 58, MAY - 43,  
JUNE - 39. THE BREAKDOWN BY TYPE OF USER IS LOCAL  
BUSINESSMEN, 65 PERCENT, FOREIGN SERVICE LOCAL PERSONNEL,  
20 PERCENT, U.S. BUSINESSMEN, 15 PERCENT.

B) THE PERCENTAGE BREAKDOWN OF UTILIZATION OF OUR  
FOUR FILES IS AS FOLLOWS: (1) BUILDING PRODUCTS FILE,  
30 PERCENT, (2) PLANT ENGINEERING SERVICE, 26 PERCENT, (3)  
DESIGN ENGINEERING SERVICE, 22 PERCENT, AND (4) DOCUMENTATION  
SERVICE, 20 PERCENT.

C) THE PRODUCT CATEGORIES MOST FREQUENTLY SOUGHT WERE  
CONSTRUCTION EQUIPMENT AND MATERIAL, MACHINERY,  
INSTRUMENTATION, CHEMICALS, ETC.

D) THE SYSTEM IS LOCATED IN THE COMMERCIAL LIBRARY ON THE  
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GROUND FLOOR OF THE USTC. IT IS PROMINENTLY DISPLAYED

AND IN FULL VIEW OF EVERYONE ENTERING LIBRARY. IN ADDITION, A SIGN IN BOTH CHINESE AND ENGLISH IS HUNG ON THE WALL EXPLAINING THE USE AND FUNCTIONS OF THE SYSTEM.RS

E) THE VSMF WAS PUBLICIZED IN THE EMBASSY'S COMMERCIAL NEWSLETTER AND LOCAL NEWSPAPERS THROUGHOUT THE PERIOD UNDER REVIEW. IN APRIL, 1976 THE SYSTEM WAS MOVED TO THE OFF-SITE TRADE CENTER EXHIBITION, CONSTRUCTION '76.

F) IN PREPARING FOR EACH SHOW, THE TRADE CENTER STAFF USES VSMF TO OBTAIN ADDITIONAL BACKGROUND INFORMATION ON EXHIBITORS. ALSO, THROUGH VSMF, TC STAFF IS ABLE TO IDENTIFY U.S. MANUFACTURERS WITH LOCAL REPRESENTATIVES WHO MIGHT BE RECRUITED LOCALLY TO PARTICIPATE IN TC EVENTS. THE VSMF IS ALSO USEFUL TO POST PERSONNEL IN ANSWERING DAILY TRADE INQUIRIES.

G) ASIDE FROM DAY TO DAY USE OF THE SYSTEM, VSMF PLAYED AN IMPORTANT ROLE IN THE TC SHOWS. DURING EACH SHOW, MANY VISITORS WANTED TO LOCATE ADDITIONAL MANUFACTURERS OF PRODUCTS IN WHICH THEY ARE INTERESTED. THEY CAN SEE THE CATALOGS OF MAJOR MANUFACTURERS IN VSMF AND MAKE PRINTS. DURING THE TC'S OFF-SITE EXHIBITION, CONSTRUCTION '76, A LARGE NUMBER OF VISITORS USED THE SYSTEM TO LOCATE OTHER U.S. MANUFACTURERS WHO PRODUCE PRODUCTS SIMILAR TO THOSE EXHIBITED TO COMPARE SPECIFICATIONS. IN ADDITION, THE EXHIBITORS, THEMSELVES, USED THE SYSTEM EXTENSIVELY TO OBTAIN INFORMATION ON OTHER PRODUCTS THAT THEIR COMPANIES MANUFACTURED. COPIES WERE MADE AND GIVEN TO BUSINESS VISITORS.

H) THE SYSTEM IS MORE EFFECTIVE THAN PRINTED DIRECTORIES, ESPECIALLY IN THOSE CASES WHERE THE VISITOR WANTS TO SEE SPECIFICATIONS AND CATALOGS OF MANUFACTURERS. THE PRINTED DIRECTORIES, ON THE OTHER HAND, ARE MORE CONVENIENT WHEN THE VISITOR WANTS INFORMATION ON THE FINANCIAL SITUATION, BACKGROUND HISTORY, TELEX NUMBER, AND CABLE ADDRESS OF U.S. SUPPLIERS.

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I) EXAMPLE OF U.S. EXPORTS RESULTING FROM USE OF THE VSMF IS AS FOLLOWS: FORTUNE DEVELOPMENT CORP., A LOCAL COMPANY, PURCHASED ACCUMULATORS, PROTECTIVE COATING, HEAT TRANSFER SYSTEM, PUMP, ETC. VALUED AT US\$70,000 PRODUCED BY GREER HYDRAULICS INC., WISCONSIN PROTECTIVE COATING COMPANY, THERMON MFG. CO., MARCH MANUFACTURING CO. LTD., ETC.

J) ABOUT 40 PERCENT OF VSMF USERS ARE ABLE TO LOCATE THE INFORMATION THEY ARE SEEKING AND 50 PERCENT OF THE USERS ARE VERY SATISFIED WITH THE SYSTEM. NEGATIVE COMMENTS CENTERED ON THE SHORT LIFE-CYCLE OF THE DRY SILVER PAPER USED IN THE 3M 500 READER-PRINTER. IN ADDITION, 3M TAIWAN DOES NOT STOCK THE PRINTING PAPER LOCALLY AND MUST PURCHASE IT FROM 3M HONG KONG. HOWEVER, 3M HONG KONG HAS ANNOUNCED NEW POLICY OF NOT ACCEPTING ORDERS UNDER US\$200, WHICH IS MORE PAPER THAN POST NEEDS AS SHELF-LIFE OF PAPER IS VERY SHORT. POST HAS BEEN NEGOTIATING WITH 3M TAIWAN ON THIS PROBLEM AND WILL NOTIFY COMMERCE OF RESULTS WITHIN A WEEK.  
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